

Claim 39 - continued

said data signal marking a completed purchasing transaction being suited for causing accessible storage in a computer facility of all data relating to a completed purchasing transaction thereby marked;

lack of said data signal marking a completed purchasing transaction causing removal from storage of all data relating to a completed transaction lacking such marking; and

said accessible storage in a computer facility of all data relating to a completed and marked purchasing transaction providing data for computer analysis of the completed purchasing transaction for auditing a reward reimbursement trail for financial control and for fraud control.

REMARKS

Favorable consideration of Claims presented herewith is courteously solicited.

Respectfully submitted,

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By

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